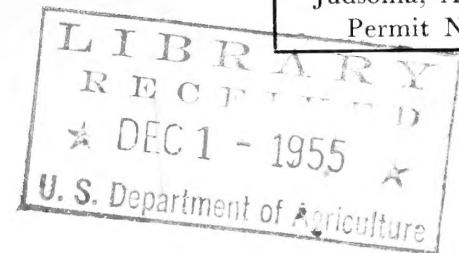


62.07 Index *

1955/56

Waller Brothers

JUDSONIA, ARKANSAS



Sec. 562 P. L. & R.

U. S. POSTAGE
PAID

Judsonia, Arkansas
Permit No. 3

U. S. Dept. of Agri.

Ralph R. Shaw
Director of Libraries
Washington 25, D. C.

Postmaster: Please Check Reason For Non-Delivery

For better address..... Moved, left no address..... No such

P. O. Unclaimed..... Unknown..... Deceased.....

Refused..... **IF NOT DELIVERED, PLEASE RETURN.**

RETURN POSTAGE GUARANTEED.

See page 29, Official P. O. Guide.

WALLER BROS.



A Message of Importance to Our Customers--

Generally speaking we believe our Strawberry Plants are as near free from disease and insects as any available in this country today. WALLER BROS. PLANTS ARE GROWN IN CHEMICALLY TREATED SOIL ON OUR FARMS IN ARKANSAS. The procedure is to put chemicals in the soil two weeks before planting in our fields, therefore insects in the soil are killed before the plants are set. After this, plants are set and grown under WALLER BROS. SUPERVISION. Each year, we, on all varieties of Strawberry Plants grown by us, select the stronger disease-free plants for our propagating stock, and only this type of plant is set.

Naturally there is added expense to our growing program, but it pays in two ways. We grow more plants per acre for shipping to our customers, and in return our customers harvest larger crops of first quality berries that sell for higher prices.

It will pay you to use WALLER BROS. strain of plants. We feel sure that the crop of berries that they produce will please our customers.

Sincerely,

W A L L E R B R O T H E R S



SPECIAL Strawberry Collection

No. 1—\$2.25—Postpaid

50 Aroma

50 Bellmar

50 Tenn. Beauty

—::—
No. 2—\$4.00—Postpaid

100 Armore

100 Bellmar

100 Klondyke

—::—
No. 3—\$4.00—Postpaid

100 Blakemore

100 Klonmore

100 Tennessean 965

—::—
No. 4—\$3.00—Postpaid
(Everbearing Varieties)

50 Streamliner

50 Superfection

50 Gem

**HISTORY OF THE
TREE EVERBEARING BLACKBERRY**

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some eight years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVERBEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without and injury.

Berries are round, very large, extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen, therefore its pos-

sibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we fruited some of them the past six seasons with very satisfactory results.

Twentieth Century Everbearing

(Description by the Originator)

1. QUALITY: One of the highest quality berries grown today. Very low acid content. Classed with Rockhill for flavor and mildness.

2. SIZE: In size of fruit it ranks at the top. Remarkably large on the average considering its continuous production for a period of six months the same season the plants are set out.

3. FIRMNESS: Firmness and ability to stand commercial handling, makes it the first choice of the retail merchants.

4. HIGH PRODUCTION: 20th Century Everbearer is a vigorous disease resistant plant. No other kind can produce continuously the whole summer.

5. GOOD REPRODUCTION: A good plant maker. No longer is it necessary to buy plants every year to maintain your plot of everbearers.

Thornless Boysenberry

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage, as it gets your berries on the market while the prices are higher, and that often means a big difference in your profit. Canes are smooth as velvet. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

PLANTING AND CULTURE OF VINE BERRIES

The best time to set out plants is as early in the spring as the ground is workable. Plants should be set in rows 8 or 9 feet each way.

Planting Promptly: Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in furrow; shelter from sun until ground is ready for plants.

Fertilizing: If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do not put any fertilizer under the hill when planting, as that will burn them up. However, owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary,

The Streamliner

Everbearing originated in Northeastern Oregon. Berries are extremely large and hold their size well; attractive, smooth, deep gloss red in color, very sweet, through the season. They are almost round in shape, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than GEM.

Superfection

Superfection was originated by the plant breeder who discovered Gem. The berries of Superfection ripen from July until frost. The fruit is firm, good for shipping and the berries continue of good size as the season progresses. You will not be disappointed in this everbearing variety. **Waller Brothers** say that this is the best everbearing on our list.

NO EXTRA CHARGE IS MADE FOR THE PACKAGE, OR PACKING OF STRAWBERRY PLANTS

Prices quoted are for delivery to April 20, 1956, and apply as follows:

100 to 225 plants of one variety at the 100 rate
250 to 475 plants of one variety at the 250 rate
500 to 775 plants of one variety at the 500 rate
800 plants or more of one variety at the 1,000 rate

PLANTING AND CULTURE OF VINE BERRIES

preferably in late fall or early spring.

Trellising: The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off ground and the second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

Pruning: Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then, when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

— Over 100 Acres Strawberry Plants Under Irrigation —

PAYMASTER

(Midseason)
What a producer! What

berries too! Listen to this true story. In the spring of 1955 one midwest grower picked 800 sixteen quart crates per acre. Mind you, that is 12,800 quarts per acre and this grower had three acres. A good market brought a return of 40c per quart and that meant better than \$5,000 gross per acre. Paymaster is a real beauty of a strawberry. Sparkling, radiant red. It is one of the varieties that rated high in university freezing tests. It is firm and the berries are large. The plant is resistant to red stele. It has a trade mark.

PRICES ARE POST PAID

25	50	100	250	500	1,000
\$1.95	\$2.95	\$5.50	\$11.50	\$19.50	\$33.50

JUMBO

(Midseason) Jumbo has skyrocketed in popularity. A relatively new variety, Jumbo has earned

that rating on merit. It is a deep red berry all the way through and honey sweet. In University freezing tests Jumbo rated superior and it is one of the heaviest yielding strawberries known. Be sure to try Jumbo this year.

PRICES ARE POST PAID

25	50	100	250	500	1,000
\$2.50	\$3.95	\$6.50	\$13.50	\$25.00	\$45.00

↓ Gem

From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in

late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and unusually good in size and quality.

↓ Brilliant Super Everbearing Strawberry

Plant Patent No. 1183 — Looking for a very heavy producer! Try Brilliant. Tests show 7,000 quarts from one acre in the very first year. It produces large, glossy berries in a few weeks after planting and keeps right on producing until fall. Often called the Super-Bearer, Brilliant is a bright, glistening berry sure to please you with its outstanding production of big crops during months when strawberries are but a fond June memory. Brilliant rates as a good freezer.

PRICES ARE POST PAID

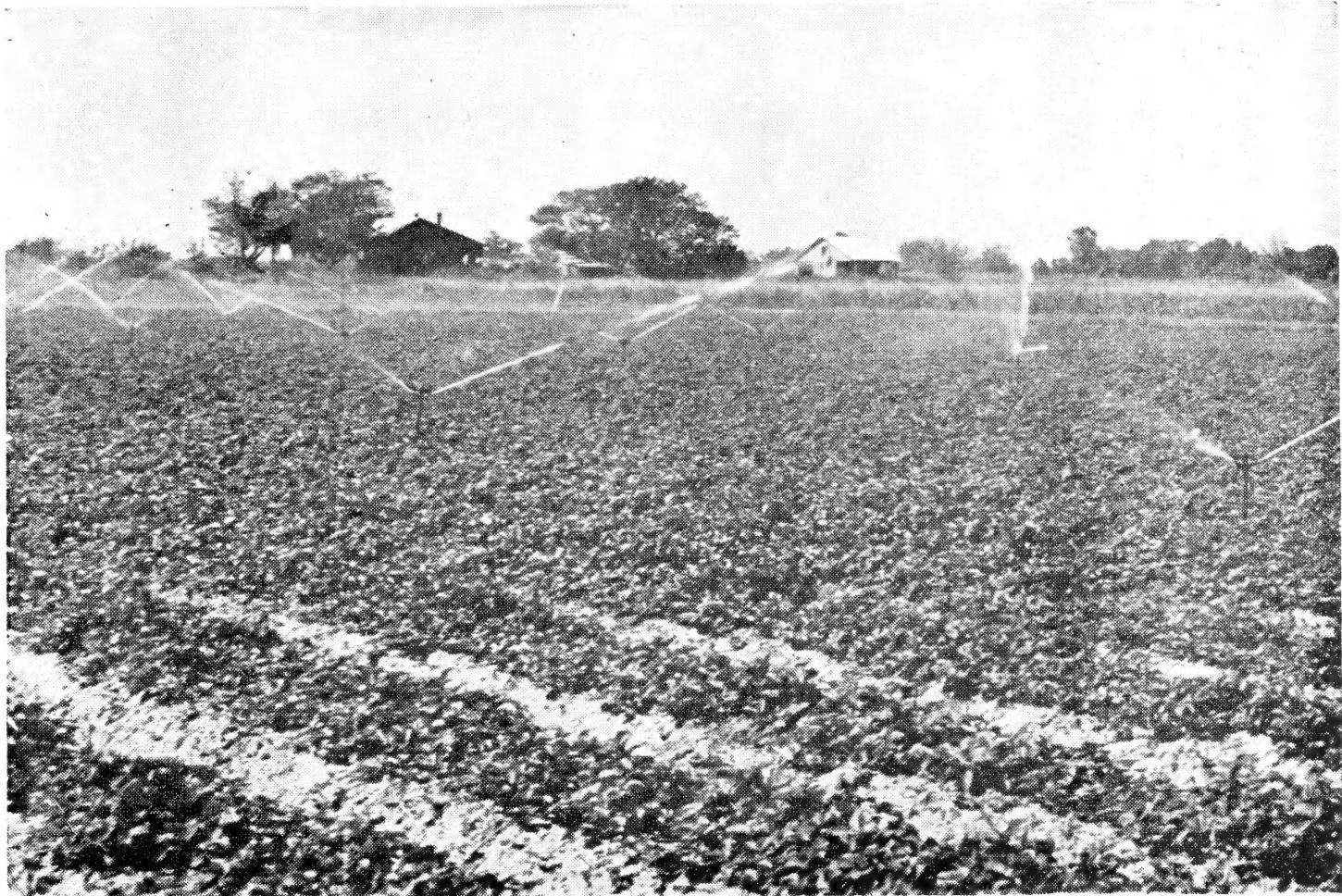
12	25	50	100	250	500	1,000
\$1.75	\$3.25	\$5.75	\$9.95	\$18.75	\$42.85	\$75.00

↓ Red Rich Everbearing Strawberry

Red RICH is a Plant Patent No. 933. This variety is a hybrid of the WAYZATA Everbearing Variety, and FAIRFAX and is the result of over 15,000 seedlings. RED RICH is the best everbearing variety of the day by the University of Illinois tests. They say of the 29 everbearing varieties tested last season RED RICH is by far the best. RED RICH is unsurpassed as a freezing berry. Firm and deep red clear through, does not mush up when thawed out. Being honey-sweet it requires little sugar. RED RICH is a large rugged plant. Starts to bear 60 days after set out. You will be pleased with this variety.

POST PAID PRICES

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$55.00



A FIELD OF OUR BLAKEMORE UNDER IRRIGATION

Aroma

LATE — SAFE FROM FROST

No late berry that we have every grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive — In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late berry. It is highly tart and continues to bear long after midseason varieties have gone.

Armore

Crossing the Aroma and Blakemore strawberry has produced what many Missouri strawberry growers consider the perfect variety. Named ARMORE by the originator, H. S. Swartout of the University of Missouri. The variety has been tested extensively in the important growing areas of the state. The berries are large size, bright red in color and are very firm. Plants are strong and vigorous and are prolific producers of quality fruit that promises to make an important place for the new variety on the market. The yield has been as much as 100 crates per acre more than the nearest competing variety which is Blakemore. Fruit begins ripening a few days later than the Blakemore and plants continue to produce after all the Aroma berries are harvested. In contrast to many varieties the size remains uniformly large even to the last picking. Waller Brothers would be very glad for you to try out this new and promising variety in your area.



Tennessee Beauty

The Tennessee Beauty is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries grown. Tests have shown that it may replace the Aroma or Catskill as a late berry with some growers. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states.

Tennessean 965

This is a new variety originated at the West Tennessee Experiment Station and is a cross made by J. P. Overcash with two Tennessee developed varieties. It blossoms late and ripens early. Its long-shaped, glossy, attractive fruit appeals to the casual observer. Time of blossoming is somewhat later than that for Blakemore which often results in less cold injury. The late blooming combined with early ripening of this berry will appeal to many strawberry growers.

A yield plot of this strawberry in 1947 produced 382 crates per acre compared with 344 crates for the Tennessee Shipper and 325 for the Blakemore on nearby plots.

Shipping tests made indicate that the Tennessean 965 is acceptable for handling and marketing. This strawberry runs somewhat larger than the Blakemore. It packs 84 per box; the Blakemore 99; and Tennessee Shipper 111.

Tennessean appears about the equal of the Blakemore as a plant maker. A very large number of runner plants develop and the rows are filled out.

New Florida No. 90 Berry

The Florida 90, developed for growing in this area, is said to be one of the best producing plants of the many varieties available. The 90 produces a berry that is red all through, and not white inside as the Missionary variety planted here for many years. The 90 also produces a long berry instead of the short, plump Missionary, and grows the berries under top leaves of the plant, affording protection from frost and cold. The 90 was developed for this section and promises to be a life-saver in the next few seasons for this vast strawberry-growing area.

VINE BERRIES Thornless Boysenberry

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage as it gets your berries on the market while the prices are higher, and that often means a big difference in your profit. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

INSTRUCTIONS

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No order will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2.00 or less. We prefer money order.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

WHAT TO DO WHEN THE PLANTS ARRIVE

Order your plants early before foliage starts to grow and set out upon arrival if possible. If impossible to set upon arrival, place plants in cold storage if available at 32° F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, and it is better if the trench is in a moist, cool, shady place. Open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done. Set as soon as possible.

Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

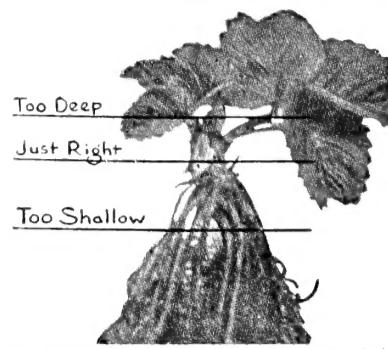
1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions and method of cultivation, under no condition shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

PLANTS REQUIRED PER ACRE

Plants required per acre at various planting distances:		
Rows	Distance in Row	Plants per Acre
1 feet apart	18 inches	9,750
3 feet apart	24 inches	7,250
1 1/2 feet apart	15 inches	10,000
3 1/2 feet apart	18 inches	8,250
3 1/2 feet apart	24 inches	6,250
4 feet apart	30 inches	5,000
4 feet apart	15 inches	8,750
1 1/2 feet apart	18 inches	7,250
1 feet apart	24 inches	5,500
1 feet apart	30 inches	4,250

THE CULTURE OF STRAWBERRY PLANTS



In this limited space we will give you suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present strawberry culture.

Soil Requirements and Site: Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation, good plants, and good sense. Any average garden soil can be expected to produce a satisfactory crop of both plants and fruit. However, the ideal soil for strawberries is a fertile, deep, well drained sandy-loam. All

the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the water-holding capacity, and moisture is very essential for maximum production. In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope being warmer, will make for an early start in growth and will cause the plant to bear fruit much earlier, but for that reason is more subject to late frosts. A northern slope will of course be later, but less likely to be injured by late frosts. In sections where frosts are not usually a serious hindrance, many fields of low elevation are good locations for strawberries.

Preparation of Soil: It is very important that the soil be properly prepared. The land should be plowed in late winter or spring. If some cover crop has been grown, the soil will work up better if the soil is disked thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distance wanted. If commercial fertilizer is used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

Types of Fertilizer: As for types of fertilizer for the plants, no kind is better than well-rotted stable manures or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the larger growers. The growers should take great care in applying the fertilizer so as to avoid possible injury in applying before planting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda, Sulphate of Ammonia or Potash Salts will injure the plants and often kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

Time To Set Plants: Early spring is the best time to plant strawberries, for even light frosts which do not lift or heave the ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

Distance To Set Plants: Plants should be set in rows 3 or 4 feet apart, or even as much as 4 1/2 feet if the soil is very fertile. The plants can be set 15 to 30 inches apart in the rows, depending on the variety, the condition of land, earliness of setting, and the quality of plants.

Method of Setting Plants: A trowel, spade or hoe are the tools most often used in setting plants and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed against the roots with the hand or foot, the bud will not be covered nor the roots exposed.

Cultivation: The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1 1/2 inches is deep enough for the hoe, or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

Cutting Blossoms: Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plants in overcoming unfavorable conditions and in starting growth and producing runners.

Mulching: A mulch is applied for a number of reasons. First, to keep the soil cool and moist and to check the growth of grass and weeds during the season when the fruit is produced. Second, to keep berries from being splattered with dirt by rain during the season. Third, by delaying blooming it tends to prevent injury by frost in the spring. Fourth, guards against winter injury to roots and crowns by protecting them from extremely low temperatures.

PRICE LIST

F A L L 1 9 5 5 — S P R I N G 1 9 5 6

Office 58

TELEPHONES

Residence 122-W

THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

	(— Post Paid —)	(— Express or Parcel Post Collect —)
(100)	(250)	(500) (1,000) (5,000)
Aroma	\$2.00	\$3.50
Armore	2.00	3.75
Bellmar	2.00	3.50
Blakemore	2.00	3.50
Dunlap	2.00	3.50
Florida No. 90	2.00	3.50
Klondyke	2.00	3.50
Klommore	2.00	3.50
Missionary	2.00	3.50
Premier	2.00	3.50
Robinson	2.00	3.50
Tennessee Beauty	2.00	3.50
Tennessean 965	2.00	3.50

EVERBEARING VARIETIES

	(— Post Paid —)	(— Express or Parcel Post Collect —)
(100)	(250)	(500) (1,000)
Gem	\$2.25	\$4.00
20th Century	3.00	7.00
Streamliner	2.50	6.00
Perfection	2.50	6.00

THORNLESS BOYSENBERRY

(Post Paid)

12 Plants — \$1.50 25 Plants — \$3.00

(Not Paid)

50 Plants — \$4.00 100 Plants — \$7.00

500 Plants — \$20.00

1 Plant — \$1.00 3 Plants — \$2.75 6 Plants — \$5.00 12 Plants — \$9.00

WALLER BROTHERS

ORDER BLANK

JUDSONIA,

ARKANSAS

LONG DIST. PHONE 58

RES. PHONE 122-W

EXPRESS MAIL

DATE OF ORDER _____

SHIP WHEN _____

AMOUNT ENCLOSED \$ _____

NAME	ADDRESS	POST OFFICE	STATE	EXPRESS OFFICE (IF DIFFERENT THAN POST OFFICE)	NAME OF PLANTS	REMARKS

If Sold Out of Varieties Ordered, Please Check One

RETURN My Order and Money for Varieties Not Available



A BLOCK OF OUR IRRIGATED MISSIONARY